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Boe et al.

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(54) **SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR TARGETED MARKETING**

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(57) **ABSTRACT**

A targeted marketing system and method are provided that provide a customer with customer questions, receive responses to the customer questions from the customer, and store data associated with the responses. The customer is provided with a feedback page that graphically illustrates data associated with the customer's standing in a selected peer group. The customer is provided with options operable to adjust the customer's actual demographic to a hypothetical demographic, and data associated with hypothetical demographic changes from the customer is received and processed. Hypothetical feedback information is then displayed that graphically illustrates the hypothetical standing of the customer within the selected peer group such that the customer can see the effect of the hypothetical demographic changes.

28 Claims, 15 Drawing Sheets

